



**COMMONWEALTH of VIRGINIA**  
**DEPARTMENT OF PROFESSIONAL AND OCCUPATIONAL REGULATION**

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**DIRECTOR'S POLICY**

**100-11**

**INTERNET WEB SITE**

**EFFECTIVE DATE:** May 23, 2005

**APPROVED BY:** 

**I. HISTORY**

This policy replaces Director's Policy # 100-11, Internet Web Site effective November 1, 2002.

**II. PURPOSE**

The purpose of this policy is to provide clear and concise guidelines and procedures to the Department of Professional and Occupational Regulation employees and contractors to ensure continuous access to accurate information and consistent management of the Department's Internet web site, including authorized placement and removal of information.

**III. POLICY**

The Department's Internet web site shall present information about the Department's mission, regulations and services provided to regulants and the public. To the extent possible, the Department shall provide data and on-line services to regulants and the general public. The contents of the Department's Internet web site are the property of the Department and are subject to the Freedom of Information Act.

**IV. DEFINITIONS**

Data services	Public regulant information, including but not limited to license status and disciplinary actions.
Internet	A global web of interconnected networks and computers.
Link	In hypertext systems, such as the World Wide Web, a link is a reference to another document.

On-line services	Interactive transactions offered to regulants and the general public.
Web coordinator	An individual within the Information Systems Division responsible for web site updates, security and maintenance, as well as ensuring web site availability to the Department and the general public.
Web site	A site (location) on the World Wide Web. Each web site contains a home page or main page that typically serves as an index or table of contents to other documents stored at the site. The site may also contain additional documents, files and links to other sites. Each site is owned and managed by an individual, company or organization.
Web site liaison	An individual designated within each operational unit to review and prepare web site information relevant to the work unit.

## **V. PROCEDURES**

### **A. WEB SITE FORMAT**

The Department Communications Director shall be responsible for the design and format of the DPOR web site. Web site page templates shall be developed or provided by the Communications Director.

### **B. GENERAL**

1. The Communications Director shall oversee the Department's web site to ensure that the information on the Department's web site is professional, clear, accurate, current, and concise.
2. Each operational unit shall designate a web site liaison responsible for the accuracy of the unit's web site information. The web site liaison shall consult with the Communications Director prior to submitting any substantial web site changes to the Web Coordinator.
3. The Department's Internet web site and its document collection may include hyperlinks to sites on the World Wide Web or Internet. Links that have value as educational, reference or research tools or relate to the mission of the Department and the Commonwealth of Virginia may be included on the Department's web site. Any proposed links shall be submitted for approval to the Department's Communications Director.

4. Data and on-line services shall be developed by the Information Systems Director in cooperation with the appropriate operational units and shall not be subject to the content review and approval provisions of this policy.
5. Applications and other forms developed in accordance with Director's Policy #100-13, Establishing Department Procedures and Forms shall not be subject to the content review and approval provisions of this policy. Requests to post applications and forms shall be submitted by the Forms Coordinator to the Web Coordinator with a copy to the appropriate operational unit.

#### **C. CHANGES TO THE DEPARTMENT WEB SITE**

1. Each operational unit shall perform periodic reviews of the information on the Department's web site.
2. The unit's web site liaison shall e-mail new or revised information to the DPOR Web Coordinator. Substantial changes to web site content shall be reviewed by the Communications Director prior to submittal to the Web Coordinator.
3. The Web Coordinator will transfer files to the Department's web site. If necessary, links to access the information will be added or modified by the Web Coordinator. E-mail notification shall be sent to the web site liaison when the new information is available on the web site.
4. Web content files shall be supplied in an Internet ready form as an HTML document, Adobe Acrobat .pdf format, or graphic format such as .jpg, .gif, or .bmp. Forms and license applications shall be supplied in Microsoft Word and Adobe Acrobat .pdf format.

#### **D. RETENTION OF INFORMATION ON THE DEPARTMENT'S WEB SITE**

1. Information may remain on the Department's web site as long as it is current.
2. Any unique information available only on the Department's web site (and not in any other format) shall be printed by the unit's web site liaison and forwarded to the Public Records Section for retention in a state archives file. Web site information that is a duplication of a public record available in another format does not require separate record retention consideration.

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